

ER 61-1877/a

21 MAR 1961

✓ *card*
Mr. Arthur Hull Hayes
President, CBS Radio
485 Madison Avenue
New York 22, New York

Dear Mr. Hayes:

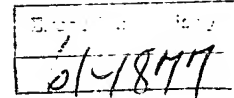
Thank you for your letter of 7 March 1961, and with it your listing of the numerous special broadcasts which the CBS Radio Network has achieved during the past year.

Your progress report is most interesting and informative, and I appreciate your calling it to my attention.

Sincerely,
SIGNED

Allen W. Dulles
Director

STAT
wpc
[]
O/DCI/SJGrogan: abk (20 Mar 61)
Distribution:
Orig - Add
1 - DCI via/read
1 - DDCI
① - ER w/basic
2 - SJGrogan



CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA 1-2345

ARTHUR HULL HAYES

President

March 7, 1961

Dear Mr. Dulles:

Late in 1960, the CBS Radio Network took a significant step forward in network radio programming. Because the changes were, we believe, strongly in the public interest, and also because they may well herald a trend, I thought you would want to be informed of them.

In essence, the new CBS Radio schedule (which became effective November 28) gives unprecedented importance to news, informational and public affairs programming.

First, Monday through Friday hourly news broadcasts were increased from five to ten minutes in length. This makes it possible to go beyond headline summaries, to supply the listener with detailed coverage of national and international developments. The ten-minute news format is in use, so far, in 77 news broadcasts each week.

Second, the network has introduced 19 new information programs. These total 43 individual broadcasts a week, and some representative titles are: "A Woman's Washington" with Nancy Hanschman; "The Week in Space" with Charles Von Fremd; "The Moscow Scene" with Marvin Kalb.

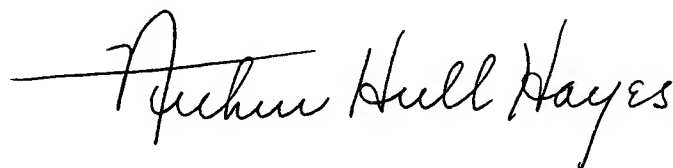
Third, the network is continuing - and expanding - one of the program functions we consider of prime importance in today's world, the instantaneous coverage of news events everywhere in the world. These, of course, are over and above our regular weekly schedule. In the general category of special broadcasts, the network presented 237 such programs during 1960. Perhaps the most notable among them was the coverage of Nikita Khrushchev's explosive three-hour press conference in Paris last May - a broadcast widely acclaimed for the light it shed on Soviet leadership and tactics. You may be interested in the attached complete listing of special broadcasts of all kinds on this network last year.

Finally, we have retained, in the new schedule, many presentations considered to be outstanding in various program categories. In news, "World News Roundup" every morning and "The World Tonight" each evening are two examples. In music, the New York Philharmonic, Cleveland Orchestra and others. In public affairs, "Capitol Cloakroom" and "The Leading Question." And light entertainment as provided by such personalities as Arthur Godfrey, Bing Crosby, Garry Moore and the like.

100-100000

I have taken the liberty of bringing to your attention this summary of our network's new program endeavors for two reasons. One is to give you an up-to-date indication of the vigorous program activity now going on at just one radio network. The other reason is to invite your comments, to ask for your ideas on how radio can improve its service to you, and to the public, in the future.

Sincerely,

A handwritten signature in cursive script, reading "Arthur Hull Hayes". The signature is written in dark ink and is positioned to the right of the typed name.

Enc.

The Honorable Allen W. Dulles
Director, Central Intelligence Agency
Washington 25
District of Columbia

att. to R 61-1877

CBS RADIO NETWORK SPECIAL BROADCASTS

January 1 - December 31, 1960

| <u>DATE</u> | <u>PROGRAM</u> | <u>LENGTH IN MINUTES</u> |
|-------------|--|--------------------------|
| 1/1 | Orange Bowl Game | 169 |
| 1/1 | Cotton Bowl Game | 178 |
| 1/3 | "The Year Gone By" | 110 |
| 1/3 | "Big News of '59" | 55 |
| 1/4 | News Appraisal, 1960: Daniel Schorr on Russia | 15 |
| 1/5 | News Appraisal, 1960: Winston Burdett on the Middle East | 15 |
| 1/5 | The Hidden Revolution: "Twentieth Century Nomads" | 30 |
| 1/6 | News Appraisal, 1960: Peter Kalischer on the Far East | 15 |
| 1/7 | President Eisenhower, State of the Union Address | 60 |
| 1/7 | News Appraisal, 1960: Eric Sevareid on Great Britain | 15 |
| 1/8 | News Appraisal, 1960: David Schoenbrun on France | 15 |
| 1/31 | Space Survey, 1960 | 55 |
| 2/1 | "How Should We Pay for Better Schools?" | 25 |
| 2/2 | The Hidden Revolution: "Economics in Wonderland" | 30 |
| 2/5 | Washington Hearing: The Missile Controversy | 25 |
| 2/11 | Senator Thruston B. Morton, Lincoln Day Address | 25 |
| 2/12 | "The Face on the Penny": A Tribute to Lincoln | 25 |
| 2/18 | Secretary Herter, National Press Club Address | 25 |
| 2/18-2/28 | Winter Olympics (11 broadcasts) | 55 |
| 2/21 | President Eisenhower, National Defense and Latin America | 15 |
| 2/21 | "The Revolution in Diet" | 25 |
| 2/24 | Voice of Democracy Awards | 15 |
| 2/28 | "Industry's Challenge in the Space Age" | 25 |
| 3/1 | Annual Papal Message: Blessing to American Children | 10 |
| 3/4 | Review of President Eisenhower's South American Trip | 25 |
| 3/8 | President Eisenhower's Report on His South American Trip | 15 |
| 3/8 | The Hidden Revolution: "Education Limited" | 30 |
| 3/10 | The Civil Rights Fight | 25 |
| 3/13 | "A Ballad of North and South" | 55 |
| 3/22 | "A Positive Approach to Old Age" | 25 |
| 3/26 | Sebring Sports Car Races (8 broadcasts) | 80 |
| 3/27 | The Great Challenge: "Can We Improve Education for Leadership?" | 55 |
| 3/29 | "It's Time to Be Counted" | 25 |
| 4/3 | The Great Challenge: "How Can You Get Things Done in a Democracy?" | 55 |
| 4/4 | Secretary Herter, NAB Luncheon Address | 25 |

-2-

| <u>DATE</u> | <u>PROGRAM</u> | <u>LENGTH IN MINUTES</u> |
|-------------|---|--------------------------|
| 4/5 | The Wisconsin Primaries | 45 |
| 4/5 | The Hidden Revolution: "The Cool Rebellion" | 30 |
| 4/6 | Preview of Masters Golf Tournament | 15 |
| 4/6-4/10 | Masters Golf Tournament (6 broadcasts) | 125 |
| 4/10 | The Great Challenge: "What Role Can the Mass Media Play in Producing Effective Leadership?" | 55 |
| 4/17 | Hollywood Bowl Easter Sunrise Service | 60 |
| 4/17 | Shrine of the Immaculate Conception Easter Service | 55 |
| 4/22 | Dr. Frank Stanton, American Society of Newspaper Editors Address | 25 |
| 4/23 | President Charles de Gaulle, National Press Club Address | 55 |
| 4/24 | Highlights, AFL-CIO World Affairs Conference | 55 |
| 4/28 | "The Death Penalty and Caryl Chessman" | 45 |
| 4/30 | Harry S. Truman | 30 |
| 5/2 | President Eisenhower: Mutual Security | 30 |
| 5/3 | "How Good Is Our Food?" | 30 |
| 5/5 | Secretary Flemming: Medicare Program for the Aged | 15 |
| 5/6 | British Royal Wedding (2 broadcasts) | 40 |
| 5/7 | Kentucky Derby | 15 |
| 5/8 | "Forbidden Truth" (Radio Free Europe) | 25 |
| 5/11 | President Eisenhower's News Conference, Highlights | 25 |
| 5/13 | "Reduction of World Tensions" | 25 |
| 5/15 | Prelude to the Summit | 25 |
| 5/16 | Reports on the Summit (3 broadcasts) | 50 |
| 5/17 | Reports on the Summit (2 broadcasts) | 25 |
| 5/18 | Premier Khrushchev's Paris News Conference, and Comment | 180 |
| 5/18 | Premier Khrushchev's Paris News Conference, and Comment (repeat) | 180 |
| 5/19 | Foreign Press Views the Summit | 25 |
| 5/20 | President Eisenhower's Arrival in Washington | 30 |
| 5/20 | Senate Hearings on Communications | 25 |
| 5/21 | The Preakness | 15 |
| 5/23 | U.N. Security Council (2 broadcasts) | 102 |
| 5/24 | U.N. Security Council (5 broadcasts) | 145 |
| 5/25 | U.N. Security Council (4 broadcasts) | 76 |
| 5/25 | President Eisenhower | 30 |
| 5/26 | U.N. Security Council (3 broadcasts) | 94 |
| 5/27 | U.N. Security Council (2 broadcasts) | 23 |
| 5/28 | Norman Thomas, Socialist Party Convention | 25 |
| 6/1 | Adlai Stevenson Address | 30 |
| 6/3 | "How Effective Is an Intellectual in Our Society?" | 55 |
| 6/4, 6/5 | World Jazz Series, New York (2 broadcasts) | 110 |
| 6/5 | President Eisenhower: Notre Dame Commencement Address | 25 |

-3-

| <u>DATE</u> | <u>PROGRAM</u> | <u>LENGTH IN MINUTES</u> |
|-------------|---|--------------------------|
| 6/8 | Secretary Herter: University of Pittsburgh Commencement | 25 |
| 6/9 | National Spelling Bee Finals | 25 |
| 6/11 | Belmont Stakes | 15 |
| 6/12 | "The Fall of France" | 55 |
| 6/16 | Report of the President's Interrupted Far East Trip | 25 |
| 6/23 | Highlights of the President's Far East Trip | 25 |
| 6/24 | "The War in Korea" | 55 |
| 6/27 | President Eisenhower's Report on Far East Trip | 30 |
| 6/30 | "The Fall of France" (repeat) | 55 |
| 7/1-7/4 | World Jazz Series, Newport (4 broadcasts) | 220 |
| 7/2 | Harry S. Truman, News Conference | 25 |
| 7/4 | Senator John F. Kennedy, News Conference | 35 |
| 7/5 | Senator Lyndon B. Johnson, News Conference | 45 |
| 7/5 | Prelude to the Gavel (Democratic Convention) | 25 |
| 7/6 | Prelude to the Gavel | 25 |
| 7/7 | Prelude to the Gavel | 25 |
| 7/8 | Prelude to the Gavel | 25 |
| 7/10 | Convention Preview | 25 |
| 7/11-7/15 | Democratic Convention (6 broadcasts) | 1,521 |
| 7/18 | Governor Nelson Rockefeller, News Conference | 15 |
| 7/18 | And Now the Elephant (Republican Convention) | 25 |
| 7/19 | And Now the Elephant | 25 |
| 7/20 | And Now the Elephant | 25 |
| 7/21 | And Now the Elephant | 25 |
| 7/22 | And Now the Elephant | 25 |
| 7/24 | Convention Preview | 25 |
| 7/25-7/28 | Republican Convention (5 broadcasts) | 1,130 |
| 7/29-7/31 | World Jazz Series, Evansville (3 broadcasts) | 165 |
| 8/7 | Lippmann on Leadership | 55 |
| 8/8 | The Congress Returns | 25 |
| 8/14 | Soap Box Derby | 15 |
| 8/19-8/21 | World Jazz Series, Detroit (3 broadcasts) | 165 |
| 8/26-8/28 | World Jazz Series, Philadelphia (3 broadcasts) | 165 |
| 8/26 | "Voters on the Move" | 25 |
| 9/5 | Labor Day Address - Walter Reuther | 15 |
| 9/11 | Race Relations in the Sixties | 25 |
| 9/12 | "Power of the Democratic Idea" | 25 |
| 9/13 | Presidential Countdown | 30 |
| 9/15 | 1960 Community Fund Campaign - President Eisenhower | 3 |
| 9/19 | Premier Khrushchev's Arrival in New York | 43 |

-4-

| <u>DATE</u> | <u>PROGRAM</u> | <u>LENGTH IN MINUTES</u> |
|-------------|---|--------------------------|
| 9/19 | Crossroads at the U.N. | 15 |
| 9/20 | Presidential Countdown | 30 |
| 9/20 | Crossroads at the U.N. | 15 |
| 9/21 | Crossroads at the U.N. | 15 |
| 9/22 | President Eisenhower's Address to the U.N. | 55 |
| 9/22 | Crossroads at the U.N. | 15 |
| 9/23 | Premier Khrushchev's Address to the U.N. | 73 |
| 9/23 | Crossroads at the U.N. | 15 |
| 9/23 | U.S. Foreign Policy; Secretary Herter | 30 |
| 9/25-12/18 | New York Giants Football (12 broadcasts) | 2,021 |
| 9/26 | Crossroads at the U.N. | 15 |
| 9/26 | National Conference of Catholic Charities, President Eisenhower | 30 |
| 9/27 | Crossroads at the U.N. | 15 |
| 9/27 | Presidential Countdown | 30 |
| 9/28 | Crossroads at the U.N. | 15 |
| 9/29 | Crossroads at the U.N. | 15 |
| 9/29 | Prime Minister Macmillan's Address to the U.N. | 70 |
| 9/30 | Crossroads at the U.N. | 15 |
| 10/3 | Premier Khrushchev and Prime Minister Nehru, U.N. | 124 |
| 10/3 | Secretary-General Hammarskjold at the U.N. | 20 |
| 10/4 | Presidential Countdown | 30 |
| 10/5 | U.N. Evening Session on Neutral Nations' Resolution | 51 |
| 10/9 | "The Battle of Britain" | 55 |
| 10/11 | Presidential Countdown | 30 |
| 10/17 | "National and International Economy": President Eisenhower | 35 |
| 10/18 | Presidential Countdown | 30 |
| 10/23 | "Trial by Crisis" - 15th Anniversary of the U.N. | 50 |
| 10/23 | "How Healthy Are Americans?" | 25 |
| 10/23 | Pittsburgh at Washington Pro Football | 179 |
| 10/25 | Presidential Countdown | 30 |
| 11/1 | Presidential Countdown | 30 |
| 11/5 | Presidential Countdown | 30 |
| 11/6 | "Songs of Our Politics" | 55 |
| 11/8 | Election Returns | 624 |
| 11/9 | President-Elect Kennedy's Election Statement | 15 |
| 11/18 | "A Look at the Soviet Economy" | 25 |
| 11/20 | Christmas Music | 20 |
| 11/22 | "Business Knows No Borders" - August Heckscher | 25 |
| 11/25 | "How Can the Security of the Free World Be Maintained?" | 25 |
| 12/18 | Christmas in Polish Song | 83 |

-5-

| <u>DATE</u> | <u>PROGRAM</u> | <u>LENGTH IN MINUTES</u> |
|-------------|---|------------------------------|
| 12/18 | University of New Hampshire Concert Choir | 93 |
| 12/19 | Symphonic Choir, State University of New York | 96 |
| 12/20 | Choir of the University of Colorado | 103 |
| 12/21 | University of Wichita Singers | 104 |
| 12/22 | Christmas Candlelight Service, Boise, Idaho | 94 |
| 12/23 | Lighting the Nation's Christmas Tree | 113 |
| 12/23 | Laurentian Singers of St. Lawrence University | 98 |
| 12/24 | Christmas Sing with Bing | 45 |
| 12/24 | The Watchers | 80 |
| 12/24 | Christmas in Union Square | 90 |
| 12/24 | SACLANT-NATO Christmas Chorus | 83 |
| 12/24 | Armed Forces Greetings | 76 |
| 12/24 | Douglas Edwards' Report from the North Pole | 100 |
| 12/24 | Handel's "The Messiah" | 113 |
| 12/28 | The Sciences in Communist China | 55 |

| SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM | | | |
|--|------------------|---|---|
| UNCLASSIFIED | | CONFIDENTIAL | SECRET |
| CENTRAL INTELLIGENCE AGENCY OFFICIAL ROUTING SLIP | | | |
| TO | NAME AND ADDRESS | INITIALS | DATE |
| 1 | [Redacted] | | MAR 9 1961 |
| 2 | STAT | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| ACTION | | DIRECT REPLY | <input checked="" type="checkbox"/> PREPARE REPLY |
| APPROVAL | | DISPATCH | RECOMMENDATION |
| COMMENT | | FILE | RETURN |
| CONCURRENCE | | <input checked="" type="checkbox"/> INFORMATION | SIGNATURE |

Remarks:

For your information and preparation of an appropriate reply for the Director's signature.

STAT

SUSPENSE: 16 March 1961

FOLD HERE TO RETURN TO SENDER

| | |
|-----------------------------------|--------|
| FROM: NAME, ADDRESS AND PHONE NO. | DATE |
| [Redacted] Asst. to the DCI | 3/8/61 |